



Comunica**TED**
con **Gracia**

$$\mathcal{E} = mc^2$$



THINKER



Pie!

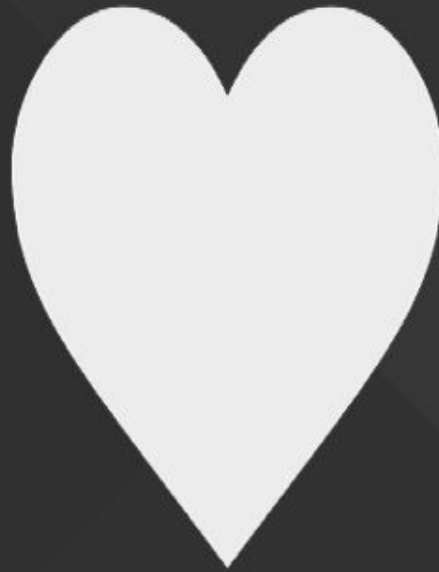


Yumm...





Ethos



Pathos



Logos

¡Gracias Aristóteles!

A large audience is seated in a dark theater, illuminated by blue stage lights. A speaker stands on a small red stage at the far end. The TED logo is overlaid in the center-left, with the tagline 'Ideas worth spreading' to its right. The background features a dark stage with some vertical light fixtures on the right.

TED Ideas worth spreading

¿Solo hay un tipo de charla TED?



1. La gran Idea

2. Mostrar algo "cool"

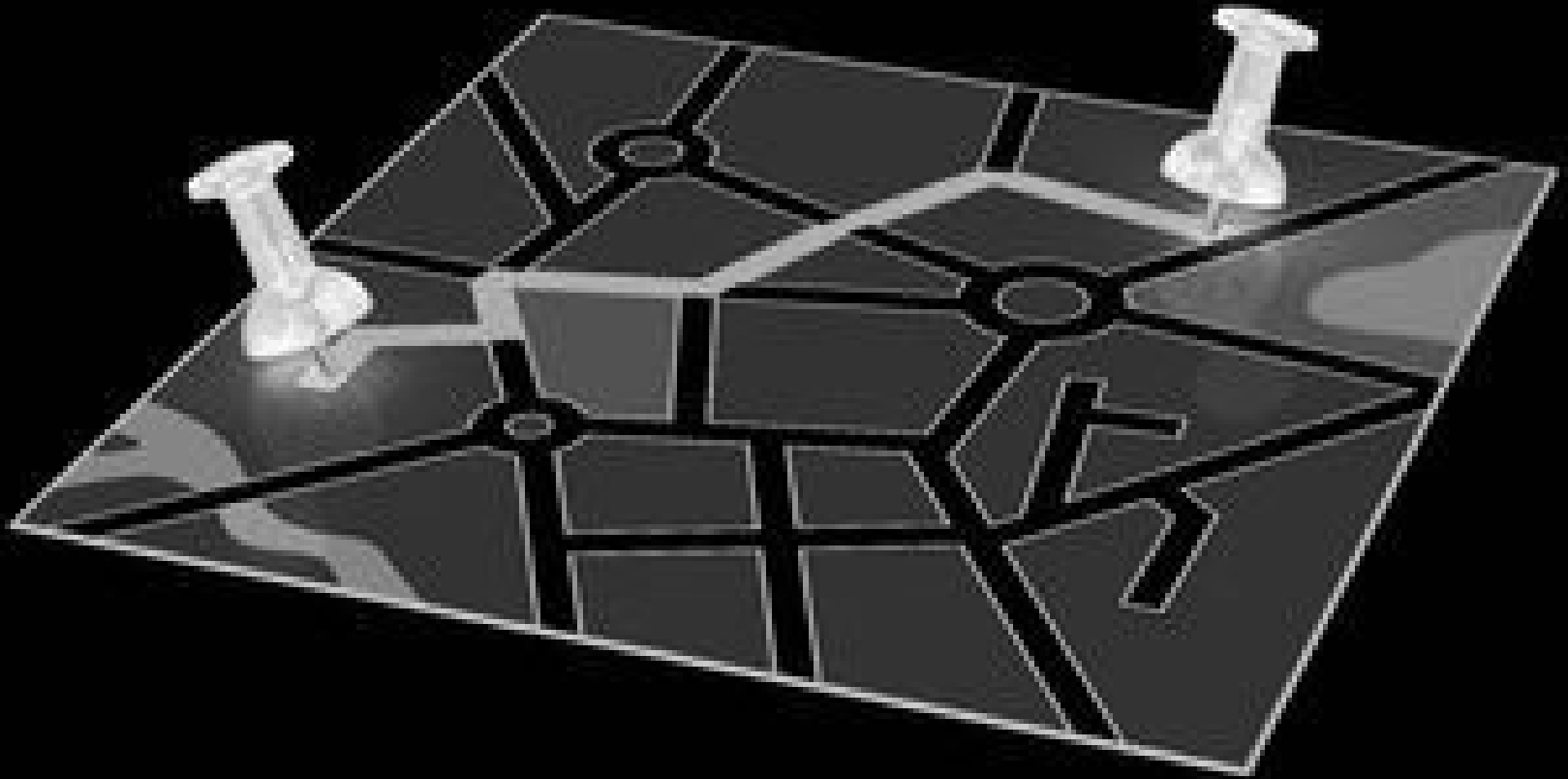
3. Mostrar otra visión de algo común



4. Demostrar tu arte

5. La historia personal

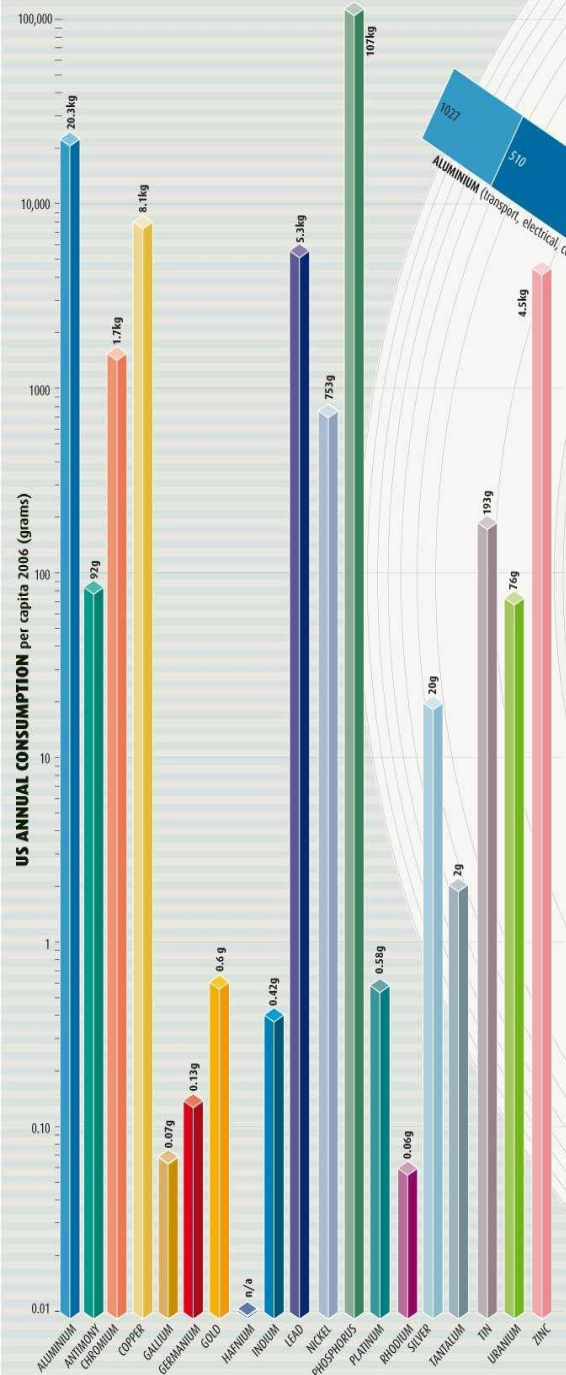
6. Posible solución a un problema.



WOW → Inicio → Cuerpo → Conclusión → ¡Yeah!



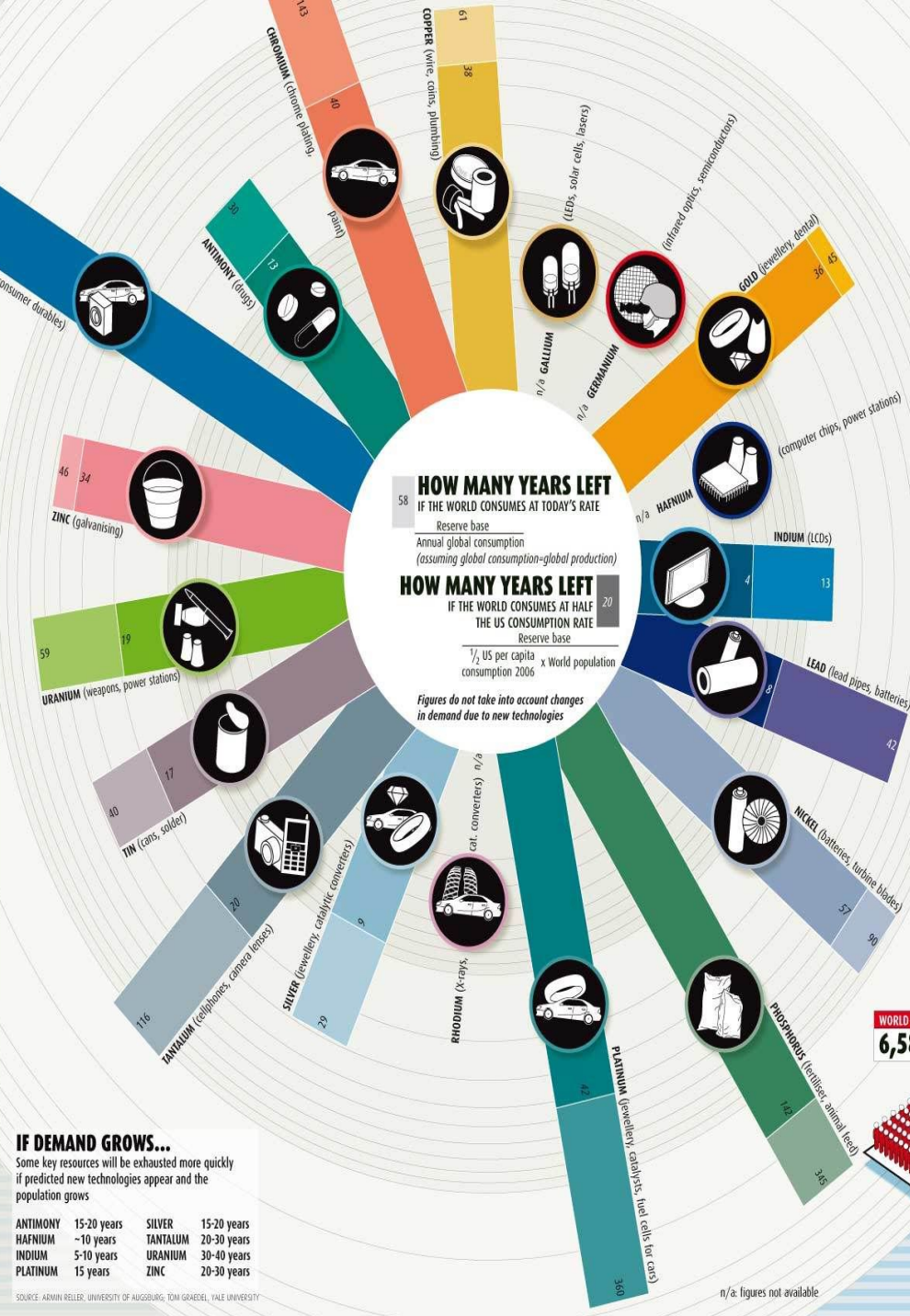
HOW LONG WILL IT LAST?



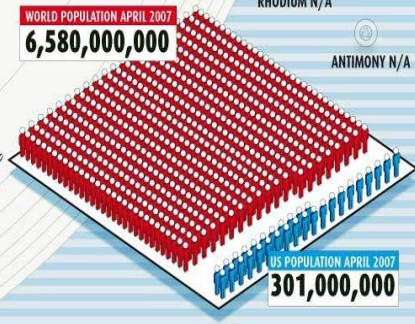
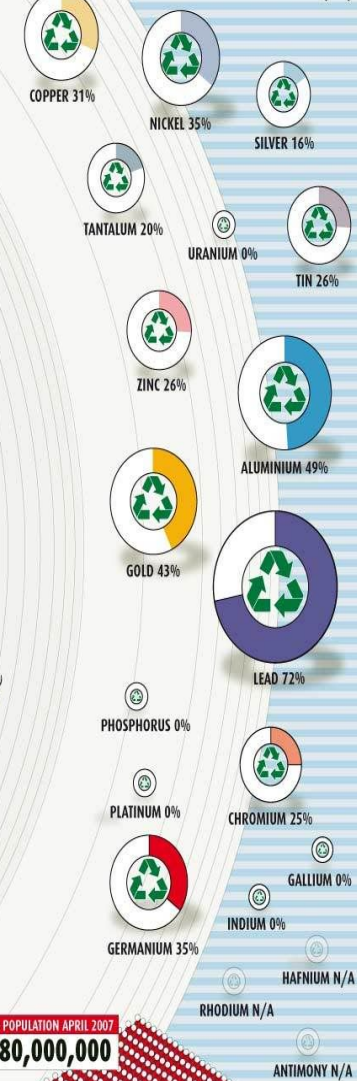
IF DEMAND GROWS...
 Some key resources will be exhausted more quickly if predicted new technologies appear and the population grows

ANTIMONY	15-20 years	SILVER	15-20 years
HAFNIUM	~10 years	TANTALUM	20-30 years
INDIUM	5-10 years	URANIUM	30-40 years
PLATINIUM	15 years	ZINC	20-30 years

SOURCE: ARMIN REILLER, UNIVERSITY OF GOSLAR; TOM GRAEBEL, YALE UNIVERSITY

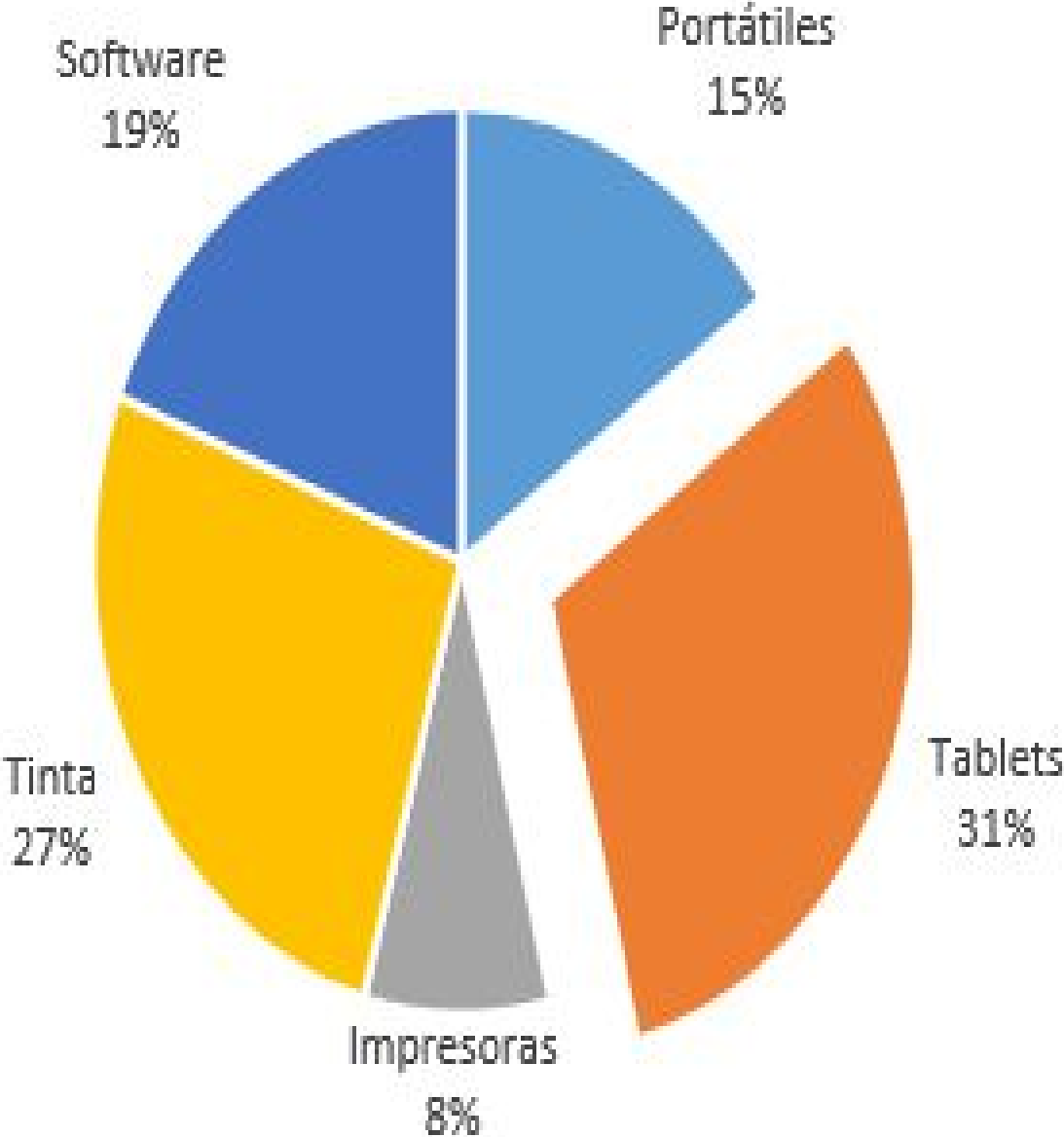


PROPORTION OF CONSUMPTION MET BY RECYCLED MATERIALS (%)



n/a. figures not available

Ventas



Tamaño Letra ≥ 30

Tamaño Letra ≥ 30



=

100.000 personas





@He

quino



TED^x





Roger Llaveria

[@rogerllaveria](https://twitter.com/rogerllaveria)

rogerllaveria@gmail.com

about.me/rogerllaveria

Robert Ferrer

[@rferrerv](https://twitter.com/rferrerv)

ferrer.robert@gmail.com

about.me/robertferrer